

## **SYSTEM AND METHOD FOR PROVIDING DIFFERENTIATED SERVICES ON THE WEB**

### **ABSTRACT OF THE DISCLOSURE**

A data communications network includes network servers, clusters of network servers, as well as content providers and service providers, such as ISPs and ASPs, and further includes at least one data processor that operates under control of a stored program resident on a memory media. The stored program directs operation of the data processor to provide users with differentiated services by defining, for individual ones of the plurality of content providers, a plurality of levels of services for users, and for responding to service level tables received from individual ones of the plurality of content providers, where individual ones of users are assigned to one of the plurality of levels of service. There is also at least one resource requirement table for defining at least a minimum set of resources required for realizing individual ones of said plurality of service levels. The program further directs operation of the at least one data processor to merge the plurality of resource requirement tables into a merged resource requirement table for use by a particular one of the network servers. The particular one of the network servers assigns differentiated service levels to incoming user requests in accordance with the service level tables, and in accordance with the merged resource requirement tables and currently available resources.. The resources can include one of numbers of available servers, available memory capacity, and available bandwidth. The program further controls operation of the at least one data processor to redirect an incoming user request to a network server having sufficient available resources to provide a specified level of service for the user request.

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